

FRIDAY, MARCH 21, 1919

### PROFIT IN ADVERTISING

Governmental agencies, commercial organizations and business men generally are all coming to the same conclusion—that newspaper advertising on a big scale will do more than any other thing to re-establish business on a pre-war basis and prevent the difficulties that would come with widespread unemployment and timidity on the part of business men and manufacturers.

The country is in a period of transition from a war to a peace basis. To make this transition quickly it is necessary that the people of the country understand the necessity of buying what they need and buying it now. When people buy business is good, when people cease buying, industry slackens.

The value of judicious advertising was most clearly shown during the war campaigns for the sale of liberty bonds, and the Red Cross and Y.M.C.A. drives. It brought results then and will always bring results when properly directed.

Business concerns should realize the value of advertising, under present conditions, as an aid in restoring confidence, in helping to drive the last trace of pessimism from the public mind and prove convincingly that this is the time for optimism.

Returning soldiers should be given employment. The greater the volume of business the more certain will these men find profitable employment. It is therefore the patriotic duty of business men to press their business by judicious advertising that the prospective buyer may be impressed with the responsibility of buying carefully, but buying at once.

One occasionally finds a pessimist or doubter. They are found in most all lines of business. But advertising and increased business will not only oust them, but drive the last traces of pessimism from the public mind and prove convincingly that this is the time for optimism and action.

### BLESSING OF LABOR

Charles Kinkley once said, "Be thankful every morning of your life that there is something that you must do, whether you like to do it or not."

Whether you are painting a picture or hammering iron, whether you are keeping books or washing dishes and sweeping floors, your work is the thing which saves you from yourself. While your hands and thoughts are occupied, you have no time for morbid introspection. The clear duty before you is to bend your energies to your work and to do it conscientiously and well. It is in this way that you do to the world.

Every person has an obligation. He must engage himself to prove his right to his busy universe. If he does the world better than he can at all events share of keeping the order while he is here. Responsibility of labor is in him.

A wide, though sometimes unconscious general recognition of responsibility. Many people who do not need to or their own support show realization of this principle by doing up some work of value to the community. They enter into public life or devote themselves to some question of education

or general betterment of conditions. If they do not take this course they are reduced to the most useless, profitless and wearisome form of toil, that of seeking their own amusement and pleasure.

Wholesome, satisfying employment develops a man's faculties, keeps him keen and ready for opportunity.

Put your heart into your work. Enter into it every morning with feelings of interest in it and gratitude for it, and you will know the blessing of labor.—States-Graphic.

### Goes to Europe

Dr. E. B. Chappelle, at one time head of the McTyre Institute at McKenzie, now one of the most prominent of Southern Methodist ministers, will sail today, with Sunday school representatives of different denominations, for a trip to the war-stricken countries of Europe in the interest of Sunday school work.

### Explanation

The Democrat, on account of washouts, failed to get its regular edition of sheets for this week's issue, and to come out on time, is forced to use a left-over edition, and some of the news features of which will be rather antiquated. We were not expecting such a flood or we would have been better prepared to meet it.

### Obituary

Mrs. Mary Elizabeth Price Barger was born May 31, 1827, died February 27, 1919, aged 91 years 8 months 26 days.

She was married to John Barger of Knox county, Tennessee, July 28, 1843, and to this union were born eleven children, seven of which are living.

This couple migrated a few trips over Tennessee and Arkansas in their earlier married life, but not liking the transient life settled in Carroll county a number of years ago, where they spent their remaining years in the same community, and reared a large family that settled near the old homestead.

Grandma has lived about three-quarters of a century in the Kingdom of God on earth, laboring for that rest which remaineth for the people of God, which she has now gone to enjoy in the saints triumphant home above.

Her tears freely flowed with those that were sorrowing and she rejoiced with the joyous and appreciated seeing others happy.

She made her life a part of the life of her family and friends by kind affectionate disposition and her sympathy for their ailments.

She was one of the old type of loyal wife and devoted companion to her husband with whom she lived over sixty-four years, when God who had made the union, severed it by the death of her aged companion. All these years this couple had gone hand in hand and heart in heart, facing the battles of life as one, and rearing their children.

They lived in the same church, worshipped God in their quiet, humble way and left the evidence that they are now united, where they are young again never to grow old and never to part any more.

After appropriate funeral services by her pastor, Rev. J. E. Underwood, of Atwood, her body was tenderly laid to rest in the cemetery at Pleasant Hill near Laynia, Tennessee, by the side of her husband to await the resurrection.

"Blessed are the dead which die in the Lord—for they rest from their labors and their works do follow them."

Written by her grandson who has always known her to be one of the most indulgent of grandmothers.

### Thanks

Rev. C. C. Hines and family wish to express their gratitude to the good people of Huntingdon for their love, interest, prayers and generosity manifested in the gracious shower, which came to the Presbyterian Manse last Friday evening. May the reflex influence of this kindness bring choicest blessing upon Huntingdon.

## SHORT TERM BONDS AT HIGH INTEREST FOR VICTORY LOAN

Fifth Issue of Liberty Bonds Will Be Most Attractive Investment of All, in the Opinion of Financial Experts

The fifth issue of Liberty bonds, or "Victory Bonds" as they will be called, will offer the investor the most attractive opportunity of any issue made by the government, according to a tentative agreement made by Secretary of the Treasury Carter Glass with the ways and means committee of the National House of Representatives.

It is considered probable that the bonds will pay a higher rate of interest than any of the previous issues, but they will be issued for shorter terms, maturing in from one to five years.

The government does not wish to assume the obligation of a high interest rate for a long period of years, but is willing to pay an attractive rate during the present unsettled conditions. It is expected that events will so shape themselves in the next few years that a holder of these short term bonds, after drawing a good interest rate until they mature, will then be able to "cash them in" and invest the returns in business or in other forms of securities at an advantageous time. For this reason it is expected that the new bonds will find a ready market.

Secretary Glass announces that an intensive popular campaign for the Victory loan will start not later than April 21. It is not expected that any definite statement as to interest tax exemptions or other details will be made much in advance of that date, as conditions are constantly changing. But that the new bonds will be made an attractive investment is considered certain.

### Secretary Makes Statement

An official statement issued by Secretary Glass follows:

"The Victory Liberty Loan campaign will begin not later than April 21. The requirements of the treasury are imperative and cannot be financed without such a campaign. The form and terms of the securities to be issued remain to be determined. Whether they be bonds or notes, it is absolutely essential that the widest possible measure of distribution be realized. This will necessitate a campaign of the same character as that conducted in the past through the existing Liberty Loan organizations. They have pledged again their united support in order that the Victory Liberty Loan bonds or notes may be distributed as widely as possible among the American people."

This furnishes the first official notice of the date of the campaign, and disposes of the rumor that securities would be disposed of among the banks instead of being offered the general public.

### Workers Are Busy

Reports received from chairmen and other members of the Liberty Loan organizations all over the country and especially in the Sixth Federal Reserve District, gives assurance that the faithful workers in former campaigns do not intend to quit until the job is finished. Organization is being perfected well in advance, and plans laid for a brief and effective campaign.

Four types of bonds are now being considered by the Treasury Department, to suit varying tastes in investments. Their principal features are:

One class of bonds at a low rate of interest, possibly four per cent, and exempt from all federal taxation; one at a comparatively high rate; possibly five per cent, and subject to all federal taxes; a third bearing a moderate rate of interest, perhaps 4 1/2 per cent, and exempt from normal income tax; and a fourth class, exempt from taxation up to a certain amount.

## NOTICE !

We have made arrangements with Mr. C. H. Winchester, of Huntingdon, to open a

## CREAM STATION

and on receipt of this paper you can take your Cream to him and get the highest market price—CASH—on delivery. A trial will convince you it pays to sell cream.

City Consumers Company

Paducah, Kentucky

## Well, Spring is Here

AS MOTHE NATURE has willed it is so. We have bowed to the will of nature and filled our store with New and Attractive Goods for the occasion. Although goods are high, we have been able to buy first-class Goods at Reasonable Prices and are going to sell them the same way.

**We Have Not, Nor Will We Profiteer**

Remember—The same goods for less money, and better goods for same money

### Men's Walkover Oxfords

Fifty Pairs Men's Walkover Oxfords, sizes 5 1/2 to 8, regular price \$6.00 and \$7.00, now only..... **\$3.50**

### Ladies' Oxfords

Twenty-five Pairs Ladies' Patent Vici Kid Button Oxfords, John Kelly make, sizes from 2 1/2 to 5, regular price \$7.00 to \$8.00, now only..... **\$2.98**

### Men's Hats

Five dozen Men's Hats—odds and ends—but first-class stock, all colors, regular price \$4 and \$5, now... **\$2.48**

### Men's Work Suits

Fifteen Men's Tweed Cotton Work Suits, Coat and Pants, regular price \$5.00, now only..... **\$3.48**

In Fact We Can Show You Good Bargains All Over the Entire Store

## CARTER--DODSON CO

### TAX MACHINERY

Continued from page 1)

the board, said these laws were intended to rehabilitate the state of Tennessee in its fiscal condition. He said the state was sorely in need of reform in its assessment laws, that something had to be done; and these laws he believed would, if fairly and justly administered, bring much desired relief to the commonwealth. He said to the assistants, the men who will supply the facts on which to base the equalization of all property, that it was incumbent on each and every one to be fair and just to all, ascertain the truth and be impartial in all matters. He said they must treat all alike, make no distinction as to class or vocation, trade or profession, treat one citizen like all others are treated. He insisted that all personal and political interests and influences be avoided and given no consideration in getting at correct values. He said it was not the purpose of the laws nor the investigations necessary in enforcing the laws, to prosecute any body. He said these investigations are to find out the values of property, all property and every property owner was entitled to fair, square consideration in all matters. He said it was desirable that all attorneys be careful, do not get excited and never lose their heads. He said to the men that they were selected for their reputation for integrity and ability to secure this information, facts only, which the state needs to bring about reform in what had grown to be a widespread abuse. He said these laws would not impose any additional burden on any taxpayer; and while there may be an increase in the amount of taxes, the tax rate at the same time will decrease, and after all it will be an equitable decision of taxation by the state. He said there could be no objection to equal taxes to all, and that is all the new machinery for the state will provide. He said the people had demanded relief in this matter and that these new laws were offered in the belief that they would give relief where desired. He said all he asked of the people was a fair trial of these laws, and he urged that all representatives of the board be fair and just on all matters in which the public is concerned.

## RAILWAY OFFICIAL WARNS FARMERS TO ORDER FERTILIZERS AT ONCE

Regional Director Winchell Finds Situation Is Becoming Precarious and Urges Farmers Not to Delay Till Last Moment.

The following statement has been issued to the press by the United States Regional Director of Railways, about the fertilizer movement:

"Please let me say a word to our farmer patrons.

"The normal yearly movement of fertilizers in this region runs from three million to five million tons. This means, in round figures, 160,000 carloads to be handled.

"Ordinarily most of this very large item of traffic is thrown on the railroads in the months of January, February and March. Great activity on their part is necessary to handle the same well.

"By February 10 at least 40 per cent of the whole fertilizer tonnage has usually been shipped, but this year less than 15 per cent has moved so far; that is to say, the movement up to date is about 50,000 cars short of what it should have been.

"It is easy for you to see what I fear.

"A flood of business at the last moment cannot be moved to the satisfaction of our patrons and complaints will surely follow. We are anxious to avoid complaints, but it is obvious that we cannot move all of this tonnage at one time. In order to do the job right it is necessary that it be well distributed throughout the whole three months.

"During the past four or five weeks car conditions and weather have been favorable, but the fertilizers have not moved freely and immediate activity is now necessary to avoid a condition which will be serious alike to the farmers and the railroads."

## SHOULD FERTILIZERS FOR COTTON BE REDUCED?

C. A. Whittle, Soil Improvement Committee, Atlanta, Ga.

Fertilizers should be applied in kind and quantity that experience has taught will bring the largest profits to the farmer. No more, no less.

Profits in cotton production largely depend upon two factors, labor and fertilizers. Both are now high in price.

Cotton requires a large amount of labor, more labor than any other general field crop. Therefore, when the cost of labor increases, the profits of cotton production decrease rapidly and are easily wiped out.

Because cotton is so burdened with labor cost, it follows that profits in producing it depend upon increasing the yield per acre; it depends upon it more than most other crops. As a matter of fact, a great deal of the cotton lands of the South are hardly fertile enough to pay the labor cost of producing a crop of cotton. Therefore, fertilizers have been depended upon to give the farmer the only profit he could expect to get out of producing the crop. It is plain, then, that to cut down fertilizer applications would mean simply cutting down the farmers' profits. It also seems to be clear that any farmer having any kind of land can not afford to let high labor cost sweep away his profits through a failure to use the necessary amount of fertilizers.

Fertilizers are high priced, it is true. But, after all, it is not so much the price as the profit-producing power of the fertilizers that should be a guide. Fertilizers increase yields at the lowest possible labor cost. In other words, they save labor, and since labor is the biggest and most expensive factor in making a crop of cotton, then fertilizers save expense and make profits more certain.

## Pershing Thanks Y. M. C. A. For Its Canteen Service

NOW THAT FIGHTING IS OVER, GENERAL RELIEVES RED TRIANGLE, AT ITS OWN REQUEST, OF POST EXCHANGE WORK

Chaumont, France, Feb. 23.—The American Y. M. C. A., at its own request, has been relieved of its work in maintaining the post exchanges with the American army. Correspondence has been exchanged between General Pershing and E. C. Carter, in charge of the Y. M. C. A. with the army, resulting in this decision. On Jan. 29 Mr. Carter wrote to General Pershing saying that duties of the Y. M. C. A. in promoting athletics and entertainments were so heavy that he thought it should be relieved of the exchange work.

General Pershing, in his reply, said:

"As you correctly state, the Y. M. C. A. undertook the management of the post exchanges at my request at a time when it was of the greatest importance that no available soldier should be taken away from the vital military functions of training and fighting. As the reasons which impelled me at that time to request you to undertake this work no longer exist, I am glad to approve of your suggestion.

"In making this change, permit me to thank you for the very valuable services and assistance which the Y. M. C. A. has rendered to the American Expeditionary Force in handling these exchanges. Handicapped by a shortage of tonnage and land transportation, the Y. M. C. A. has by extra exertion served the army better than could have been expected, and you may be assured that its aid has been a large factor in the final great accomplishment of the American army."